

By Speed post.

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GENERAL MANAGER (S&M)-CFA
 o/o Chief General Manager,
 Karnataka Circle,
 Doorsamparka Bhavan,
 No.1 Swami Vivekananda Road,
 Halasuru, Bangalore-560 008.



भारत संचार निगम लिमिटेड
 (भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
 (A Govt. of India Enterprise)

BSNL 3G)))) **BSNL LIVE**
 Faster than your thoughts 2010

(Tel No.25558585) (Fax No.25558686)

To
 The Sr.General Manager (NWO) CFA,
 Bharat Sanchar Nigam Limited, Corporate Office,
 Janpath, New Delhi – 110 001.

No.Comp/11-3/IN/XIII/KW/10-11/49

dated at BG, the 19.11.2010

Sub: Increasing revenue from Postpaid services – reg.

Ref: Your letter No.24-12/2010-NWO(CFA)/IN dated 20.10.2010 & 09.11.10
 and email sent to this office on 19.11.2010

With reference to the above cited letter and subsequent instructions from your office, the action taken by Karnataka Circle is:

1. Enterprise Business I & II of Circle Office and all the SSA Heads have written to all potential customers to inform the facilities available in IN postpaid services.
2. Personal contact with all the potential customers for availing these services were also done by SSA Head and GM (EB), Karnataka..
3. More than 10,000 copies of information booklet to our employees who are all dealing with the marketing services of IN postpaid services through out Karnataka was printed and distributed to all the SSAs/EB from Circle Office.
4. Hoardings got installed on Airport Road and all highways on IN Services.
5. Further one more letter was also issued to all the SSA Heads from CFA Marketing with a list of probable potential customers, so that each SSA Head can take effort to increase the revenue in IN postpaid services.
6. As far as the postpaid revenue is concerned, Karnataka Circle has contributed more than 20.5 crores upto October 2010. Maximum effort is being taken from Circle office and SSAs to exceed the target for this year given by the Corporate office.
7. 10,000 copies of Customer manual also got printed and distributed to all the SSAs/EB.
8. The comparative rate of all the Operators on toll free service published by Corporate Office was also given wide publicity, so that customers can be brought to BSNL by showing the rate and quality of service of BSNL. Copy of letter issued to all the SSA Heads regarding probable potential customers and other instructions along with customer booklet and employees manual is enclosed for your kind information.

(V Somasundaram)
 General Manager (S&M) CFA

Encl : As above

9/10



BHARATH SANCHAR NIGAM LIMITED

(A Govt of India Enterprise)

Office of the Chief General Manager Telecom, KTK Circle, Bangalore.

No.Comp/11-3/IN/XIII/KW/10-11/45 dated at Bangalore-8, the 16.11.2010:

To:
Heads of SSAs.

Sub: Marketing of IN Post Paid Services.

Kindly refer to the discussions of the SSA Heads Meeting in respect of Marketing of IN Post Paid Services viz., Free phone services, UAN, VPN, Tele voting and Premium rate services.

As you are aware, the IN tariff booklet, the IN employee manual and IN product information booklet have already been distributed to all the SSAs. The booklets on IN tariff and IN manual are for distribution among the Officers/Officials engaged with the Marketing of IN Services and the product information booklets are meant for distribution to the potential customers.

BSNL HQ has been insisting about the untapped potential of these services and the huge market available. SSAs need to put in efforts in marketing the services, which will bring good revenue to BSNL. The list of probable potential customers are:

- 1) Corporate customers
- 2) Government bodies
- 3) Autonomous bodies
- 4) District administrations
- 5) Political parties
- 6) Software companies
- 7) Hardware companies
- 8) Tourism Sector
- 9) Transport Sector
- 10) Fuel distribution Companies (Including gas)
- 11) Manufacturing Companies
- 12) Service related Companies (like Automobile Service)
- 13) Banks (including Gramina Banks)
- 14) BESCOM
- 15) HOPCOM
- 16) PSU Companies
- 17) Corporation of Milk Federation
- 18) Taluk Development Board
- 19) Panchayat Raj
- 20) Municipal Council
- 21) Colleges

- 22) Merchant Associations
- 23) Resident Welfare Associations
- 24) Hospitals
- 25) Flat Owners
- 26) Construction Companies
- 27) Research Institutions
- 28) Malls
- 29) Universities
- 30) Financial Institutions
- 31) Insurance Companies
- 32) Airports
- 33) Shipping yard
- 34) Sports bodies/Associations, etc.

BSNL HQ vide letter no.24-12/2010-NWO (CFA)/IN dt.9.11.2010, has requested to write letters to potential customers and organize face-to-face meetings. A rent free land line connection without any initial charges under 'Sulabh Plan' has been approved by BSNL HQ Vide letter no.24-042009-NWO(CFA)/IN dt.4.11.2010, for new TFS/UAN/PRM subscribers. You are requested to make a mention of the above scheme in your communication with the potential customers and give wide publicity.

BSNL HQ has also compared the rates of toll free services of TATA(<http://tinyurl.com/3xvoxfc>) / Reliance (<http://tinyurl.com/34cobhe>) and BSNL, driving the point that BSNL rates happens to be the cheapest. This can be our USP.

As narrated above, since there is huge potential still to be untapped, it is requested that all out efforts be made to market these services to the potential customers of your SSA and acquire them. Report on the actions taken and the achievements of your SSA may please be sent to this office, early for giving compliance report to BSNL HQ.

Sd/-
General Manager (S&M)-CFA
O/o CGMT, BSNL
Karnataka Circle, Bangalore-8

Copy to:
CGMT Dash board for kind infn.
GM(NWO)-CFA for kind infn.
Sri. Sanjay Kumar DGM (NW-O), C.O. New Delhi.